1000 - J.Piscitelli

ROUs: 1110 / 1210 / 1310/ 1710

Distribute to RJR Managers w/Chain responsibility for chains on attached Excel spreadsheet

Sales		Retail	
1221	_____	1222	_____
1222	_____	1223	_____
1223	_____	1226	_____
1224	_____	1229	_____
1225	_____	ROM	
1226	_____	PC	SC
1229	_____	MC	PA
1240	AE _____		
1244	_____	RSM	RBM

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Source: https://www.industrydocuments.ucsf.edu/docs/mhbp0000

RJ REYNOLDS
TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3146

February 28, 1997

RJR Account #375878
P. Cox
McLANE-NORTHEAST

APRIL DORAL B2GF LIGHTER PROMOTION #700050

Dear Paul:

We have placed orders (regular product) as listed to pack and ship this promotion to your participating retail accounts. 720 SKUs of Doral Lighters (item #521573) have been ordered to Consolidated Industries to pack this Promotion.

UPC Code	Doral Brand Styles	#/ (12M) Cases
12300-16612	FF King	12
12300-15312	FF 100	12
12300-15112	Lt King	12
12300-15212	Lt 100	12

Product PO # ER1089-01

All additional pertinent promotional information is listed below:

Product Arrival (@ McLane): **March 24, 1997**
Premium Arrival (@ Consolidated): **March 27, 1997**
Ship Date to Retail: **April 14, 1997**

Lighters (Item #521573)

SKU CUBE: **1.1490**
SKU WT (w/o Product): **4.1900 lbs**
Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Savings Cartons**

EFT $ Amount: **$25,478.98**

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Promotion Description: Utilize self-contained shipper. Shipper contains 20 B2GF Doral Lighter sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. *One (1) Carton each: Doral FF Kg / FF 100 / Lt Kg / Lt 100/ Lt Box*. Consumer purchases two (2) packs of Doral a free Doral Lighter.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

RJR will reimburse you $28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to $1,344.00 **(48 (12M) cases @ $28.00).**

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotions Coordinator
/jc
cc: R. Moore / McLane
1610: DK / SS / RMD
1000: J. Piscitelli

ROUs: 1110 / 1210 / 1310/ 1710
Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

APRIL: DORAL B2GF LIGHTER / PROMOTION #700050

RETAIL DISTRIBUTION DATE: 4/14/97

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE											
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI	VT
A-PLUS/ ATLANTIC/ SUNOCO	236	See List	244	1	2	20			2	6	72		138	3	
BP OIL	41	1	41										41		
CIRCLE K	47	1	47	6		31		1	9						
COASTAL MART	35	1	35							9			26		
COOKS CONV	6	See List	8								8				
CONV EXPRESS	5	1	5								5				
DAIRY MART	107	1	107	24		32					18		27	6	
EXPRESS MART	35	See List	36								36				
F.L. ROBERTS	17	1	17	3		14									
KRAUSZERS	12	1	12	12											
MOHAWK OIL	4	1	4								4				
RED BARREL	19	See List	25								25				
7/11 - HANDEE MART	15	1	15				1					8	6		
SUGARCREEK	50	1	50								50				
SUNOCO	7	See List	8										8		
SUNRISE FOODS	18	See List	19								19				
INDEPENDENTS & SMALL CHAINS	34	See List	39	1		3	2		2	3	17		10	1	
TOTALS	688		712	47	2	100	3	1	13	18	254	8	256	10	0

(MC-LIG.XLS)2/28/97

(McLANE NO LONGER SHIPS TO DL/ KY/ OH(*Exception: 8 OH/ C.FAIR STORES)/ MI/ MD

cc: J. Piscitelli

51843 4001

Source: https://www.industrydocuments.ucsf.edu/docs/mhbp0000